Google Ads For Pro Marketers Training Course

Become a pro-level Google Ads practitioner

Course Dates

Please note: This course is currently only available in-house

Now over two decades old, Google Ads has evolved into a complex and sometimes intimidating, feature-rich platform.

Whilst many of its features are now automated and AI-driven, it can also be difficult to understand and navigate. As a result, a large percentage of campaigns are run at a loss, due to poor setup and management.

If you already have the basics covered, and you want to take your campaigns to the next level, then this Google Ads course is just for you.

Aimed at professional marketers, the course will give attendees practical guidance on how to plan, manage and optimise campaigns within the platform. The course will also uncover hidden opportunities in Google Ads, providing attendees with a competitive advantage.

This session is very interactive, with practical demonstrations within the Google Ads interface throughout. It will also give everyone ample time to ask questions about their own campaigns.

Course Programme

Building Your Google Ads and PPC Strategy

- A review of the latest search marketing trends and benchmarks
- How to map business goals with your PPC strategy
- Setting up bullet-proof Conversion actions in Google Ads
- Attribution differences between Google Ads and Google Analytics 4
- Tools and techniques to understand the competitive landscape
- Case studies of award-winning campaigns
- The importance of Google Consent Mode v2; how to test your cookie consent; actions to take if you aren't compliant

Planning & Building Campaigns

- Choosing the right campaign type to suit your goals
- Use cases for Search, Display, Performance Max, Shopping, Video and Demand Gen campaigns
- Ad formats and use cases across all Google Ads campaign types
- Smart bidding strategies: which to choose and when
- How to optimise your campaign structure to improve performance

Audiences & Remarketing

- Remarketing strategy and planning
- The nuts and bolts of setting up your data sources
- Building audience segments in Google Ads
- Advanced audience targeting settings
- Using Custom Segments
- Advanced remarketing strategies

Campaign Optimisation

- The Google Ads Auction, Quality Score and Ad Rank explained
- What is AI Max and should I be using it?
- "Hidden" campaign settings that will improve your ROI
- Advanced keyword strategies through the funnel
- Keyword match types; understanding the options and optimal setup
- Negative keyword management and scaling negative keywords
- When to use Portfolio bid strategies
- Dynamic Search Ads (DSAs): when to use them and how to optimise performance
- Optimising Performance Max asset groups and audience signals
- How and when to use bid adjustments

Ad and Landing Page Optimisation

- Copywriting techniques to increase click-through rates
- Ad copywriting rules and policies: do's and don'ts in Google Ads
- Optimising copy to increase click through and conversion rates
- Tips on dynamic ad formats
- Landing page optimisation; opportunities and examples
- Tools and methods to A/B test landing pages

Reporting & Measurement

- How to measure and maximise Search Impression share
- Understanding the competitive landscape with Auction Insights
- Measuring conversion paths across multiple campaigns
- Setting up automated rules to monitor and control activity in "real-time"

Benefits

Following this Google Ads training course, you will understand how to:

- ✓ Be more strategic in your Google Ads planning and execution
- ✓ Choose the right campaign types and ad formats to fulfil your strategic goals
- ✓ Set up bullet-proof conversion tracking and attribution
- ✓ Confidently set budgets and choose the right bid strategy for each campaign
- ✓ Use the latest Google Ads tools and features to fulfil your strategic goals
- ✓ Improve performance and ROI through better campaign hygiene
- ✓ Be data-driven in your activity, in order to continuously improve performance
- ✓ Test your cookie consent to ensure you have correctly implemented Consent Mode v2

All attendees receive attendance certification and digital copies of course materials.

Audience

This Google Ads course is aimed at marketers with rudimentary knowledge of Google Ads who are looking to improve their skills, campaign performance and hygiene.

What people say

Jonathan provided an excellent Google Ads course tailored to our company needs. He very proactively introduced himself to me when I first enquired about the course which is the primary reason I went for his company and expertise! My whole team learn a great deal from him and hope to learn more from him in the future!

Tahmid Choudhury, Marketing Specialist
PCR Biosystems

Jonathan demonstrated expertise and applied it to our account, amplifying the value of the course. He provided tools to further insightful discussions with our agency and continue improvements to our paid search program.

Becca Emery, Business Development Manager
Kisters

The course really helped me a lot with my existing Google Ads skills, and the little details we went over the course helped out a lot. Would definitely recommend it to all marketers interested.

Berke Candar, Digital Marketing Executive
The Good Marketer

A highly recommended course for anyone who wants to truly understand Google Ads.

Dawn Mendez, Sales & Marketing Manager
Rhopoint Instruments

An excellent course that delivered more than I was expecting. The tutor was excellent and I am in a much better position to do this well. The course cost me less than my monthly charge to an ineffective agency so has already paid for itself.

Geraint Williams, Director of Business Development
Greensleeves Care

This course provided us with a great understanding of Google Ads, which will enable us to move forward with our digital marketing strategy with more confidence and knowledge. Thanks!

Sammy Williams, Marketing Officer
Regent's University London

Really useful course for anyone working with Google Ads. Highly recommended!

Maxine Greaves, Social Media Manager
Reboot Online

Thank you for an excellent Google Ads course. The course trainer conducted the training in a structured and interactive way, allowing course participants to take the information in before moving forward. With plenty of interesting examples and ability to test and apply knowledge during the day, the training was highly practical and interesting. This is certainly the best digital marketing course I attended and would highly recommend it to others.

Anna Kleinman, Marketing & Communications Manager
Greensleeves Care

Excellent course – great for anybody looking to get to grips with Google Ads – I feel much more confident setting and running campaigns now.

Kelly Farrell, Head of Marketing
STEP

I would highly recommend this course to anyone who is a Google Ads practitioner. The course detailed all of the features and functionality in a practical and interesting way.

Kerry Noble, Marketing Manager
Esquires Coffee Houses

Thank you so much for a really helpful course. I was a complete novice in Google Ads, but I now feel motivated and prepared to take on Google Ads management for our company.

Emily Proctor, Digital Marketing Manager
Tunstall Healthcare

I would highly recommend the Google Ads For Pro Marketers course. Jonathan was a fantastic course leader – hugely knowledgeable and seemed to know exactly what each attendee expected to gain from the course.

Hannah West, Account Manager
Dynamic Cassette International

Excellent course! Perfect for all users of Google Ads who wish to gain further knowledge to aid your business whether large or small. Guaranteed to leave the course with far more knowledge of Google Ads!

Ross Garner, Marketing Manager
Flying Spares

The Google Ads For Pro Marketers course was extremely useful in getting deeper insight on the subject. Highly recommended!

Damaris Elsebach, PR & Marketing Assistant
Mack Brooks Exhibitions

I was very pleased with the overall delivery of the course, and Jonathan was a fantastic tutor. I would highly recommend to anyone with a rudimentary knowledge of Google Ads.

Louis Cooper, Content and SEO executive
Reboot Online

One of the best courses I have been on so far. Theory mixed with loads of practice on our own Google Ads account made me fully understand the subject and was relevant to what I needed. Amazing lecturing skills, made 7 hours seem like half an hour. Highly recommended, well-spent money.

Dominika Samborska, Channel Marketing Executive
IX Reach

As a current non-user of Google Ads, this course was brilliant for me. The small group meant I could get a real 1 to 1 understanding.

Gemma Watkins, Senior Brand Manager
Kingfisher Beer Europe

Very good crash course in Google Ads for absolute beginners, as well as those who've already run Google advertising campaigns.

Alice Mishchenko, Marketing Specialist
Wood Mackenzie

The Google Ads For Pro Marketers course covers everything you need to know and definitely made me feel ready to take on future campaigns!

Gemma Briant, Marketing Executive
Environet

It's not always a training course gets all three things right: great presenter, great venue ... and great food.

Lars Eriksen, Web Editor
Bupa International